



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Promotion

RESTAURANT AND FOOD SERVICE MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the relationship between promotion and brand.
- Explain factors that influence customer selection of food places and menu items.

CASE STUDY SITUATION

You are the director of marketing for TASTY PIZZA, a pizza restaurant chain. There are over 500 TASTY PIZZA locations across the nation. Each location features take-out and delivery options, with no option for dine-in. All 500 TASTY PIZZAS are franchised, and the locations vary between urban metropolitan areas and small towns with minimal dining options.

Due to inflation, most restaurants, including TASTY PIZZA, have had to raise prices. Studies show more than 40% of consumers are limiting restaurant visits due to inflation and increased prices. The president of TASTY PIZZA feels that the company needs to prioritize customer engagement to ensure that when customers do decide to not cook meals themselves, they choose TASTY PIZZA.

The president of TASTY PIZZA feels that prioritizing customer engagement is something that needs to be done locally and not on the national level. The president feels that local TASTY PIZZAS need to stand out and the way to do that is to improve brand mindshare and favorability among local residents.

YOUR CHALLENGE

The president of TASTY PIZZA has asked you to suggest community events that local franchise owners can be involved in, with minimal cost, that will promote the business, demonstrate a favorable image and encourage repeat business.

The president has asked you to suggest two different community events, propose a promotional budget for each and indicate how each would accomplish each promotional goal.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



RESTAURANT AND FOOD SERVICE MANAGEMENT 2023

JUDGE'S EVALUATION FORM

Association Event 1

Participant: _____

INSTRUCTIONAL AREA

Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the types of promotion?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the relationship between promotion and brand?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors that influence customer selection of food places and menu items?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						